

What is claimed is:

1. A laundry additive sachet comprising a laundry additive being located in a cavity of said sachet; wherein said laundry additive comprises a dye absorbing agent and/or a dirt binding agent.
2. A laundry additive sachet according to claim 1 wherein said sachet is water permeable and insoluble.
3. A laundry additive sachet according to claim 1 wherein said dye absorbing and/or said dirt binding agent is a compound that irreversibly binds dirt and/or dye.
4. A laundry additive sachet according to claim 1 wherein said sachet is manufactured from a web of woven or non-woven, synthetic, man-made, and/or natural fibres.
5. A laundry additive sachet according to claim 1 wherein said sachet is manufactured from fibres selected from the group consisting of polyurethane, polypropylene, polyester, polyethylene, polyamide, polyethylene tetraphthalate (PET) , cellulose, derivatives of cellulose, and mixtures thereof.
6. A laundry additive sachet according to claim 1 wherein said dye absorbing agent and/or said dirt binding agent are selected from the group consisting of ethoxylated cationic diamine, ethoxylated cationic polyamine, ethoxylated cationic amine polymers, polymers/co-polymers of maleic/acrylic acid, polyacrylic-maleic phosphono-end group copolymer, quaternary ammonium-hydroxy-haloalkyl, epoxyalkyl ammonium, polyquaternary ammonium, polyamphoterics, cationic starches, proteins, chitin, chitosan, polyvinyl amine, polyethylene imine, polyethoxylated-quaternized-sulfated

amine polyvinylpyrrolidone, polyvinyl pyridine-N-oxide (PVNO), crosslinked PVNO (XL-PVNO), Poly vinyl imidazol, polyvinyl alcohol, polyamine-N-oxide, PVPPVAmine, magnesium aluminate, poly ethylene imines, polyvinyl oxazolidone, cationic surfactants, amphoteric surfactants, and mixtures thereof.

7. A laundry additive sachet according to claim 1 wherein said dye absorbing agent is selected from the group consisting of XL-PVNO, Tinofix FRD, and mixtures thereof.
8. A laundry additive sachet according to claim 1 wherein said dirt binding agent is selected from the group consisting of XL-PVNO, acrylic acid/maleic acid copolymers having molecular weight between 1000 and 1,000,000, ethoxylated cationic diamine, and mixtures thereof.
9. A laundry additive sachet according to claim 1 wherein said dye absorbing agent and/or said dirt binding agent is a compound that performs both functions.
10. A laundry additive sachet according to claim 1 wherein said dye absorbing agent and/or said dirt binding agent is supported on a carrier.
11. A laundry additive sachet according to claim 10 wherein said carrier is a cotton sheet.
12. A laundry additive sachet according to claim 10 wherein said carrier and said dye absorbing agent provide a visual indication of the scavenging of any fugitive dyes.
13. A laundry additive sachet according to claim 1 further comprising a water softening agent.

14. A laundry additive sachet according to claim 13 wherein said water softening agent is selected from the group consisting of ion exchange resin, builders, anti-encrustation agents, and mixtures thereof
15. A laundry additive sachet according to claim 1 further comprising brighteners, bleaching agents, bleach activators, bleach catalysts, chelating agents, surfactants, perfumes, disinfecting agents, enzymes, or mixtures thereof.
16. A process of washing dyed fabrics comprising the steps of diluting, dissolving, or dispersing a conventional detergent composition in a bath of wash water and adding the laundry additive sachet according to claim 1 to said wash water and subsequently contacting said dyed fabrics with said wash water.